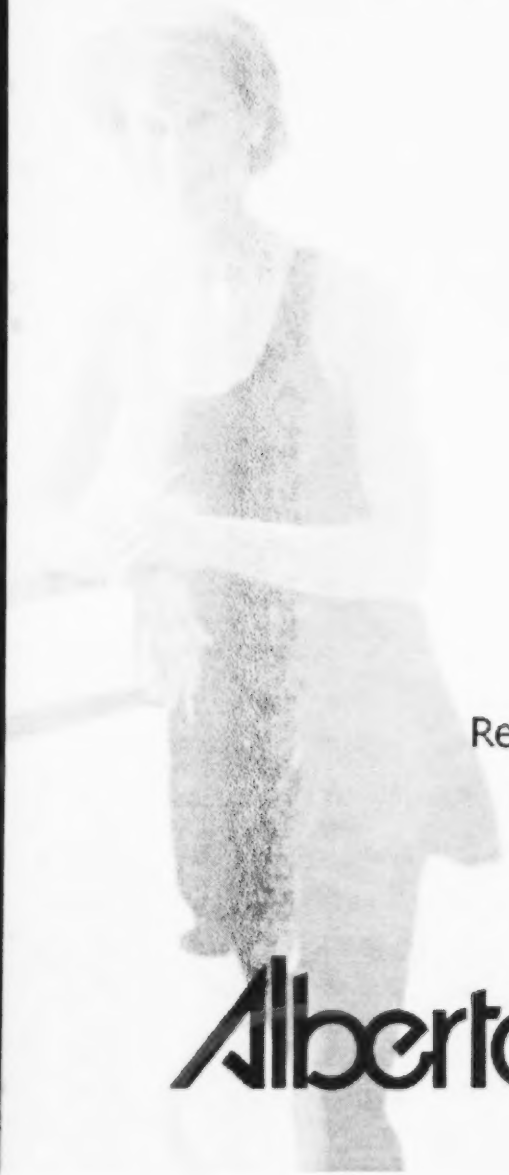
Industry Profiles

Information, Culture and Recreation Industry



Revised: February 2008

Alberta
Employment, Immigration and Industry

Overview:

The Information, Culture and Recreation industry[1] in Alberta includes establishments such as:

- software, Internet, newspaper, periodical and book publishers;
- motion picture and sound recording companies;
- broadcasting and telecommunications companies;
- internet service providers, web search portals and data processing services;
- libraries, archives and heritage institutions (i.e. museums, historic sites, zoos and botanical gardens);
- performing arts companies;
- amusement parks and arcades;
- casinos and lotteries; and
- golf courses, skiing facilities, and fitness and recreational sports centres.

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[1] North American Industry Classification System (NAICS) major groups 51 and 71

Section A: Business Environment

1. 2006 Employment and Unemployment Numbers and Rates:

	Alberta	Information, Culture and Recreation Industry
Number of employed	1,870,700	68,300
Percent employed in the industry		3.7%
Number of unemployed	66,800	3,500
Unemployment rate	3.4%	4.9%

For more information on employment numbers or for a historical comparison, go to the Labour Force Survey or Statistics Canada websites.

2. Industry Growth:

- The Information, Culture and Recreation industry is expected to grow on average 1.6% annually from 2006 to 2011.
- Approximately 5,788 jobs will be created in the forecast period. Employment is expected to increase to 74,113 by 2011.
- This industry is expected to provide 2.5% of all new jobs in Alberta between 2006 and 2011.

For more information, see the Alberta Modified Canadian Occupational Projection System Outlook (2006-2011) online and the Alberta Learning Information Service (ALIS) website's industry descriptions.

Outlook

The *Alberta Occupational Demand and Supply Outlook (2006-2016),* forecasts a supply surplus for the Librarians, archivists, conservators and curators occupation between 2006 and 2016. Supply shortages are expected for the Creative and performing artists occupation between 2008 and 2016. On average, supply shortages are forecast for Photographers and graphic arts technicians between 2006 and 2016. Athletes, coaches, referees and related occupations are expected to experience a supply shortage beginning in 2007.

Golden Globe and Oscar winning film *Brokeback Mountain* has attracted attention to Alberta's film industry, with such major films as *The Assassination of Jesse James* and *Christmas in Wonderland* being produced in the province. Alberta should remain a solid destination for movie and TV producers due to its natural beauty and the low cost of doing business. However, a rising Canadian dollar may dampen growth projections. With plans to increase provincial grants to $18 million over the next three years and a provincial plan to double production to $400 million by the end of 2008, the film industry is expected to grow.

Alberta's strong economy will continue to draw domestic and international visitors to the province. Increase in travel and spending within the province by Albertans and other Canadians is expected to continue. Travel from American visitors will most likely decline in Alberta and right across the country because of the high value of the Canadian dollar relative to the U.S. dollar. The new passport requirements being initiated will most likely have a negative impact on the number of Americans visiting provinces across the country.

As Alberta remains one of the fastest growing provinces in Canada, there will be an increasing concern for personal health and well-being resulting in high demand for recreational facilities and programs, impacting the need for recreation services and the human resources required to provide those services.

3. Company Size

Establishment Size	Alberta Businesses		Information, Culture and Recreation	
	Number of Employees	%	Number of Employees	%
Less than 20 employees	525,000	34.1%	16,800	28.1%
20 to 99 employees	543,600	35.3%	21,500	36.0%
100 to 500 employees	292,400	19.0%	12,200	20.4%
Over 500 employees	178,900	11.6%	9,400	15.7%

Data Source: Labour Force Historical Review 2006, Statistics Canada

Section B: Human Resources Profile

1. Occupational Information:

Some examples of occupations in the Information, Culture and Recreation industry include:

- librarian;
- cinematographer;
- reporter;
- curator; and
- professional athlete.

For a complete listing of all occupations related to this industry as well as detailed information on education and skill requirements, visit the Alberta Occupational Profiles website.

2. Demographics: Age and Gender

According to the Labour Force Survey, the gender break-down in the Information, Culture and Recreation industry is as follows:

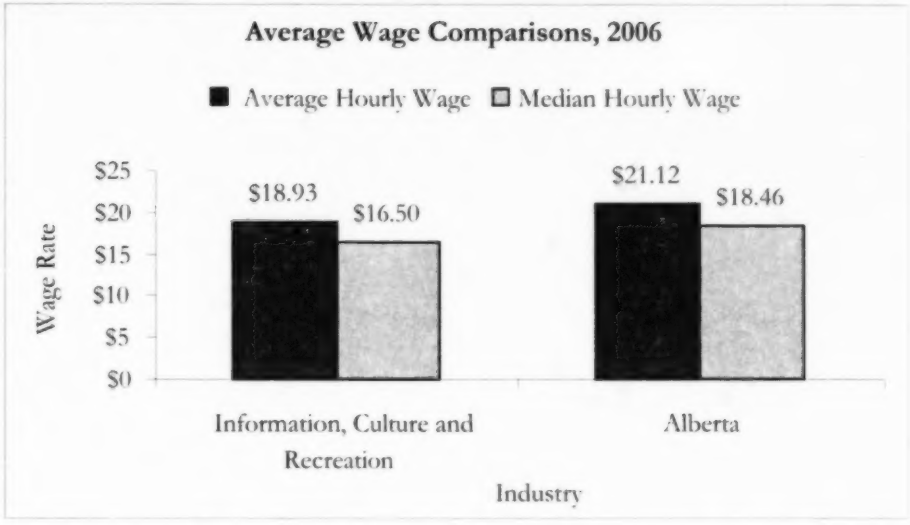
- women employed: 35,000 people, or 51.2%
- men employed: 33,400 people, or 48.9%

In comparison, women accounted for 45.3% and men made up 54.7% of the total employed in Alberta.

Age Characteristics	Alberta Employees		Information, Culture and Recreation	
	Number	%	Number	%
15-24 years	329,600	17.6%	18,700	27.4%
25-54 years	1,286,500	68.8%	41,600	60.9%
55 years and over	254,600	13.6%	8,000	11.7%

Data Source: Labour Force Historical Review 2006, Statistics Canada

3. Wages:



Data Source: Labour Force Historical Review 2006, Statistics Canada

Wage and Salary Information for Selected Occupations

Occupation	Average Hourly Wage			Average Annual Salary
	Starting	After 3 years	Top	
Senior managers - trade, broadcasting and other services	$ 26.33	N/A	$ 46.29	$ 82,555
Authors and writers	$ 11.40	$ 16.87	N/A	$ 28,878
Program leaders and instructors in recreation and sport	$ 9.86	$ 12.30	$ 16.64	$ 12,122

Data Source: 2005 Alberta Wage and Salary Survey
Note: N/A due to insufficient response.

For more information on wages, refer to the WAGEinfo webpage. For job descriptions, duties, required skills and education for specific occupations in the Information, Culture and Recreation industry, visit the ALIS website.

Section C: Additional Information

1. Links to Selected Industry Associations:

- Canadian Film and Television Production Association
- Canadian Newspaper Association
- Library Association of Alberta
- Alberta Gaming and Liquor Commission
- Alberta Innovation and Science
- Canadian Association of Internet Providers

2. Link to Government Library Database:

http://www.servicelink.gov.ab.ca/libraries/workplace/